

Marketing

White Papers

Complete "white papers" that explain and illustrate the following topics:

- 1) "Post-it once" solution - publisher/server side benefits & savings
- 2) "Wire once" solution - publishers strategy to support multiple clients and evolving protocols
- 3) Case/success story from three different production service clients, all from different application areas.
 - a) "Classic" publisher
 - b) Catalog
 - c) customer service/help desk
- 4) Dangers of using only WWW to gain access to the Internet
- 5) Take "protocol paper" and illustrate why WAIS Inc.'s Z39.50 is a must over other Z39.50 implementations
- 6) Why WAIS Z39.50 and WAISgate are the "best" http server available

Determine next step for marketing documents/sales aids developed to date.

- Users group
- WAISgate
- FreeWAIS 0.2 vs. WAIS Inc. 1.1
- FreeWAIS 0.3 vs. WAIS Inc. 2.0
- WAIS Z39.50 paper
- WAIS Forwarder

Brochures

Develop a fold-out of the "picture" that illustrates WAIS Inc. products including a clear depiction of:

- Custom Parser Toolkit
- Indexer
- Search & Retrieval w/Boolean
- Z39.50 (WAIS Inc.)
- WAISgate
- WAIS Forwarder

Including benefits of "wire-once" and "post-it once":

Page 1 (front) = WAIS logo, statements from corporate objectives, Bruce/John handout for Internet World 94.

Page 2 + 3 (open) = "the picture" & easy-to-see depiction of six major features above w/benefits

Page 4 (back) = Production services blurb stressing Internet expertise/features. Full service offering pitch.

Competition

White papers on competition - what they are doing, how they do it, where they are better, where WAIS Inc. is better, etc. Included in this list are:

Fulcrum
ConQuest
BRS (Dataware)
PLS
Verity
Excalibur

Lead Generation

Trade shows - how many, where, target market

Order booth by _____

Advertising

PR policy - continuing to push WAIS/Brewster message like the NY Times, Red Herring, MicroTimes stuff

Guest Speaking

- major vendor seminars like SUN, HP, DEC, etc.
- Conferences/shows like ASIDIC, Seybold

Seminars

WAIS Inc.-sponsored seminars that in first half discuss:

- History - MIT, TMC, WAIS coalition
- Product - need for archiving/indexing
- Need for good client software & for good server software

Second half:

- Look what others are doing on the Internet, with guest speakers from Dow Jones, Encyclopedia Britannica, Scholastic
- Demo - publishers, catalogs, retailers, customer service, etc.
- If you want to "post it" on the Internet, consider (outline/document)

List of seminars an issue - also the need for seminars to be developed with a Washington DC spin

Technical Writing

Manual for WAIS Server 2.0

Manual for WAISgate

Proposals

Production Services tools/aids

Outline of considerations for those who want to publish on the Internet

- "What is your objective by having an Internet presence?"
- "Do you want your customers to be able to browse only (WWW), search by category (WAIS), have as broad access as possible (client interfaces and gateways such as WAISgate)?"

Partnering

White papers on WAIS Inc.'s partnering agreements (one per) for non-search engine companies

- Ensemble
- Mosaic Communications Corp.
- etc.

Spreading the Word

Once materials are in place, then what words/programs are disseminated from which alternatives?

- PR firms
- Newspaper & magazine articles
- Speaking engagements
- WAIS Inc.-sponsored seminars
- Advertising